

## Message Text

UNCLASSIFIED

PAGE 01 CASABL 00663 211056Z  
ACTION NEA-10

INFO OCT-01 EUR-12 EB-07 ISO-00 /030 W  
-----025051 211058Z /21

P R 211015Z JUN 77  
FM AMCONSUL CASABLANCA  
TO USDOC WASHDC PRIORITY  
INFO SECSTATE WASHDC 4878  
AMEMBASSY ATHENS  
AMEMBASSY RABAT

UNCLAS CASABLANCA 0663

USDOC FOR BIC/CAGNE (HALE, ACCAULEY) AND OIM (ADAMS,  
LEFEAVER) FROM COMATT

E.O. 11652: N/A  
TAGS: BEXP, MO  
SUBJ: AMENDMENT TO 1977 CASABLANCA I.T.F. END - OF -  
SHOW REPORT

REF: CASABLANCA 654

1. SINCE SUBMITTING INITIAL FORM DIB-411P (PARTICIPANT'S  
REPORT) TO US, SCHLITZ DIRECTOR FOR MOROCCO HAS NOTED GREAT  
INCREASE IN THE NUMBER OF ORDERS FOR SCHLITZ BEER, HE BELIEVES  
THAT HALF OF APPROXIMATELY \$100,000 INCREASE IN SALES  
EXPECTED DURING NEXT 12 MONTHS IS ATTRIBUTABLE TO SCHLITZ  
PRESENCE IN U.S. PAVILION AT CASABLANCA FAIR. ACCORDINGLY HE  
HAS SUBMITTED A REVISED FORM DIB-411P, INDICATING TWELVE  
MONTH PROJECTION OF \$50,000 (PREVIOUS DIB-411P SHOWED NO  
PROJECTION). TOTAL PROJECTED 12 MONTH SALES RESULTING FROM  
U.S. PARTICIPATION IN 1977 CASABLANCA INTERNATIONAL TRADE FAIR  
SHOULD THEREFORE BE \$7,145,000 RATHER THAN \$7,095,000  
INDICATED REFTEL. SCHLITZ IS OTM FIRM.

2. WE WILL BE FORWARDING FORMS DIB-411P AND DIB-482 (PROMOTION  
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SUMMARY REPORT) TO USDOC/CAGNE SHORTLY.

3. PLEASE TELL DUSEX/VITOUS THAT AS INSTRUCTED WE ARE NO  
RETAINING THE MATERIAL FOR 8 BOOTHS WHICH WAS STORED AT THE  
CONGEN, 1975-77, VIEW WORN OUT CONDITION OF MATERIAL AND/  
POSSIBILITY OF CHANGE OF SITE FOR NEXT FAIR.  
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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01-Jan-1994 12:00:00 am  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Sent Date:** 21-Jun-1977 12:00:00 am  
**Decaption Date:** 01-Jan-1960 12:00:00 am  
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**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01-Jan-1960 12:00:00 am  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
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**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Expiration:**  
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**Reference:** 77 CASABLANCA 654  
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**Review Release Event:** n/a  
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**Subject:** AMENDMENT TO 1977 CASABLANCA I.T.F. END - OF - SHOW REPORT  
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**Review Markings:**  
Margaret P. Grafeld  
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